

**ABSTRACT OF THE DISCLOSURE**

A computer-implemented method including storing information used for generating campaign material, receiving a request to generate campaign material, wherein the request is transmitted to a receiver on or over the Internet and/or the World Wide Web, processing information contained in the request with a processing device, generating the campaign material, receiving information regarding at least one of an individual or entity, a group of individuals or entities, and a target audience, to whom the campaign material is to be disseminated, identifying the at least one of an individual or entity, a group of individuals or entities, and a target audience, and disseminating the campaign material to at least one of the individual or entity, each member of the group of individuals or entities, and each member of the target audience, on or over the Internet and/or the World Wide Web.